

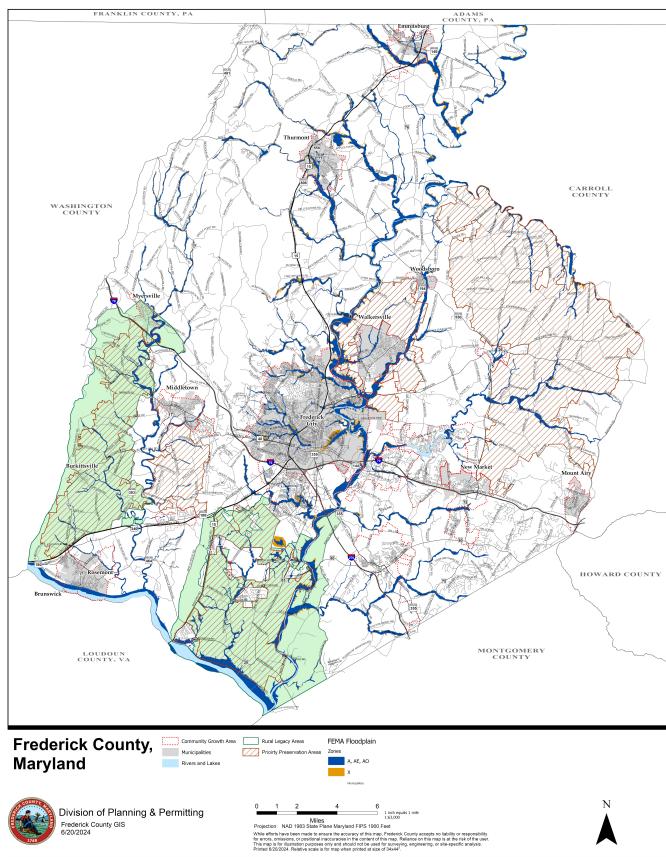
Investing in Workers and Workplaces - Identifying Geographic Strategies

A Guided Mapping Exercise

The following mapping exercise is an important tool as the County seeks to identify and articulate economic development policies that will increase employment opportunities for its residents, reduce the reliance on local government revenue generated from residential property taxes, and ensure that the characteristics that define the community are not diminished in the process.

This is a small group exercise, and it is important that each person in your group have an opportunity to participate in the activity. Please respect all of the members in your group and find ways to incorporate the range of ideas discussed.

The exercise is straightforward, but not simple. You will be asked to answer - as a group - six fundamental questions regarding the geography of economic development in Frederick County. You may choose to answer the posed questions in a different order than presented in this guide. Your answers should be mapped or diagrammed visually, but consider recording your concepts in brief statements as well to further explain your visuals.



Each small group has been issued a generalized map of Frederick County that identifies growth areas, municipalities, FEMA floodplain, major roadways, and PPAs and Rural Legacy areas. Please use this map as your visual note-taking and presentation tool. You have also been issued a few reference maps to help you with your discussions.

When the exercise is completed, each small group will report to the entire assemble group with a short verbal/visual presentation (5 minutes or less). Please choose a spokesperson(s) for your small group to streamline this portion of the meeting.

Important Note: This is not a zoning map exercise, though these kinds of discussions will help the County as it considers possible implementation strategies during the development of the plan document. You may certainly incorporate zoning ideas into your discussions and presentation, but they should be supported by the larger strategies being articulated.

Six Strategic Questions to Guide Your Discussions

1. Regardless of the existing regulations, where should the County focus its efforts on retaining or growing employment opportunities? Where are the geographic 'sweet spots', and why are they advantageous to our economic development efforts?

2. Where does the County currently best take advantage of current or future employment opportunities? Why is that the case?

3. Where does existing infrastructure best support economic opportunity in the County? (Municipalities included).

4. Where does the existing regulatory structure constrain our ability to improve economic opportunities?

5. What other factors constrain our ability to utilize existing lands for economic growth? Are these factors mappable?

6. If you had to choose only five (5) focus areas in the County for future economic development supports, where would those areas occur, and what would we need to do to fully support those efforts?

Additional notes or thoughts: